Marketing of the products made by SSI units

2772. SHRI P.K. MAHESHWARI: Will the Minister of SMALL SCALE INDUSTRIES AND AGRO AND RURAL INDUSTRIES be pleased to state:

(a) whether there is any scheme to organise the marketing of the products made by SSIs units;

(b) if so, the details thereof; and

(c) if not, what protective measures have been announced during the last two years for Handloom Industry and during the *current* year i.e. 2000-2001?

THE MINISTER OF STATE OF THE MINISTRY OF SMALL SCALE INDUSTRIES AND AGRO AND' RURAL INDUSTRIES (SHRIMATI VASUNDHARA RAJE): (a) to (c) Government has many schemes for encouraging the marketing and promotion of products made by SSI units. These include, price preference up *to 15%* for SSI units; reservation of 358 items for purchase from the SSI sector; the Single Point Registration Scheme of the National Small Industries Corporation (NSIC) wherein those SSI units which are registered under the Scheme are entitled for benefits such as availability of tender sets free of cost, exemption from payment of earnest money and security deposits; encouragement to SSI units for participation in International Fairs, Exhibitions and Expos; marketing support through the consortia approach; Buyer Seller Meets under the Vendor Development Programmes; training programmes on export marketing and packaging for exports, etc. Besides the above, under the handloom (Reservation of Articles for Production) Act, 1985, 11 textile articles are already reserved for the exclusive production in the handloom *sector*.